

**South Carolina Statewide Lodging Outlook Report**  
August 2018

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: August 2018	August 2018	% Chg	August 2018	% Chg	August 2018	% Chg	% Chg	% Chg	% Chg
United States	71.4%	1.2%	\$130.71	2.3%	\$93.37	3.5%	5.6%	2.1%	3.2%
South Atlantic**	69.0%	1.7%	\$116.75	2.3%	\$80.57	4.1%	6.0%	1.9%	3.7%
South Carolina	70.0%	1.6%	\$126.84	-0.5%	\$88.81	1.2%	2.8%	1.6%	3.3%
Year-to-Date: January through August 2018	Jan-Aug 2018	% Chg	Jan-Aug 2018	% Chg	Jan-Aug 2018	% Chg	% Chg	% Chg	% Chg
United States	67.6%	0.8%	\$130.24	2.6%	\$88.07	3.5%	5.6%	2.0%	2.9%
South Atlantic**	69.9%	0.5%	\$129.28	2.9%	\$90.31	3.5%	5.2%	1.7%	2.2%
South Carolina	66.8%	-0.2%	\$121.66	2.2%	\$81.26	2.0%	3.9%	1.9%	1.7%

\*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

\*\*South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

**Three Month Occupancy Outlook for South Carolina**

		Sep 2018	Oct 2018	Nov 2018
STR, Inc. <i>As of August 2018</i>	Occupancy Forecast	64.8%	64.5%	58.5%
	% Chg vs same month in previous year	4.8%	-1.0%	1.3%

Source: STR, Inc.